

## **AUTO INDUSTRY ANALYSIS AND STOCK SELECTION – GROUP PROJECT #2**

Chapter 13 addresses industry analysis. This project is purposed to enable you to build skill in applying this information:

1. Find *and interpret (what did you find persuasive and why)* an industry survey, either in print or online, for the “U.S.” automotive industry (including Ford, GM, Daimler-Chrysler, and possibly other firms). Include a copy of this industry survey as an appendix to your report. You may wish to start with [finance.yahoo.com](http://finance.yahoo.com). You are not permitted to pay for an industry report, however.
2. Use “Peer Group Analysis” from Thomson One (include printouts) including Ford, GM, Daimler-Chrysler (and possibly other firms) to determine which of those three stocks you will recommend for purchase over the next 10 years. See Sections X and XI in your booklet, A Guide to Using Thomson One Business School Edition for help on doing the peer analysis.
3. Use any and all other Thomson One analyses and reports (see the report writer) to defend your answers to #1 and #2.

Paper length, not including exhibits and printouts: 4-5 pages, double-spaced. Submit one analysis/write-up per group. **Due: Monday, 4/24**, beginning of class.